



Innovations pour l'éco-construction en Méditerranée

*Cicle de jornades d'aprofundiment al reaprofitament  
d'aigua no potable i dobles xarxes en l'àmbit local  
(Sessió IV)*

## **Noves eines per l'impuls municipal als mecanismes d'estalvi i reaprofitament d'aigua en edificis**



15 de juny de 2011

Diputació Barcelona

Sala d'Actes de l'Edifici del Vagó

Recinte de l'Escola Industrial



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**InsMed**

# **Plataforma per a la ecoconstrucció i gestió de l'aigua en la Mediterrània**

Malcolm C. Burns

Centre de Política de Sòl i Valoracions (CPSV)

Universitat Politècnica de Catalunya (UPC)



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DE CATALUNYA  
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**CPSV**  
CENTRE  
DE POLÍTICA DE SÒL  
I VALORACIONS



PROGRAMME COFINANCÉ  
PAR LE FONDS EUROPÉEN  
DE DÉVELOPPEMENT RÉGIONAL



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## Fons Europeus de Desenvolupament Regional (FEDER)

Objectius de:

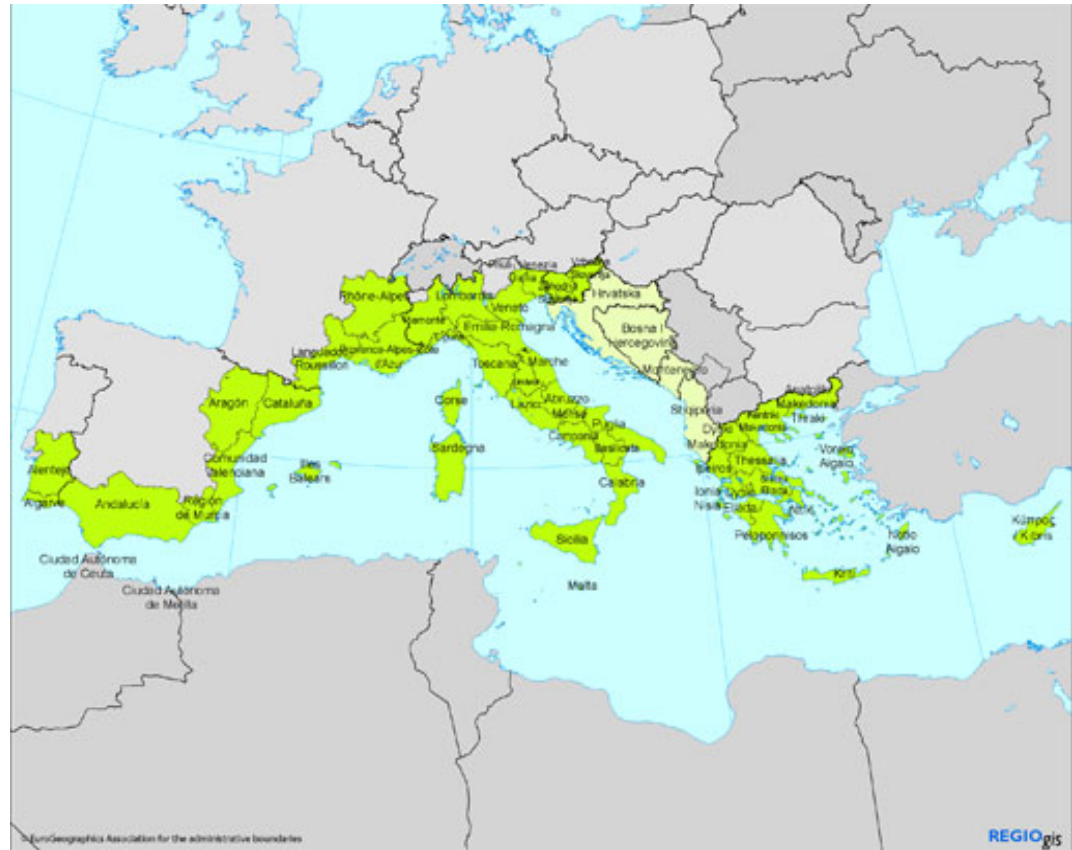
- Convergència
- **Cooperació territorial europea**
- Competitivitat regional i ocupació

13 programes de *cooperació transnacional*

# Programa MED:

# 4 prioritats

- **Innovació**
- Medi ambient
- Accessibilitat territorial
- Desenvolupament territorial equilibrat



## Projet INSMED (2009-2012)

“Innovacions per a la ecoconstrucció a la Mediterrània”

als àmbits de:

- Gestió de l'aigua
- Ecoconstrucció

## Líder

Cambra de Comerç & Indústria Marsella Provença

## Socis

Cambra de Comerç & Indústria de Messinià  
Universitat de l'Algarve (CRIA)

Universitat Politècnica de Catalunya (CPSV)

Una xarxa d'**ecodisseny**, construcció i distribució de tecnologies innovadores d'estalvi d'energia, principalment pel que fa a **l'ús de recursos hídrics**, en la Mediterrània

## Objectius

La iniciativa promou la **innovació** en el sector de **l'ecoconstrucció** i difon les tecnologies innovadores en el disseny sostenible, sobretot aquelles vinculades a **la gestió i utilització de l'aigua**.

Pretén fer **més competitives** les **empreses euro-mediterrànies** vinculades a aquest àmbit per convertir-lo en un sector emergent.



## Objectius

La creació de la xarxa que permetre identificar les **millors pràctiques en l'ecoconstrucció d'edificis i xarxa viària**, alertar de les dificultats tècniques i reglamentàries amb les que es troba el sector de la construcció a l'hora d'aplicar tècniques per **minimitzar l'impacte ambiental**, i interrelacionar l'oferta amb la demanda.

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INOVACIONES PARA LA ECO-CONSTRUCCIÓN EN EL MEDITERRÁNEO

INICIO AGENDA ACTIVIDADES **PRESENTACIÓN** DESCRIPCIÓN DETALLADA SOCIOS CONTACTO

## + PRESENTACIÓN INSMED



**LA INNOVACIÓN EN ECO-CONSTRUCCIÓN**

INS MED se propone estructurar una red de eco-concepción / construcción y difundir sus tecnologías innovadoras en el espacio MED. Para lograr estos objetivos, el proyecto se desarrollará de manera secuencial:

- › Inventarios & Evaluación del Mercado
- › Metodología & Test Piloto
- › Asesoramiento
- › Valorización - Capitalización

Cada socio INS MED será responsable, en función de sus competencias específicas, de distintas fases del proyecto.

Así, se trata en primer lugar de identificar las mejores prácticas en eco-concepción de edificios (vertical) y red viaria (horizontal), y de señalar las dificultades técnicas y reglamentarias que desalientan a los encargados de obra a concebir los ECO Obras con los cuadernos de especificaciones técnicas, y a los encargados de obra a ejecutar sus cuadernos de especificaciones técnicas en combinación con las Eco Obras.

Sobre esta base, el consorcio desarrollará las Cadenas de Valor de la ECO Concepción y una plataforma de Inteligencia Cooperativa (IC) para mapear a los actores y las tecnologías clave y poner en relación su oferta y demanda. Una metodología estratégica permitirá concebir y testar conjuntamente las herramientas piloto entorno a las empresas objetivo.

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INICIO AGENDA ACTIVIDADES PRESENTACIÓN DESCRIPCIÓN DETALLADA SOCIOS **CONTACTO**

## + CONTACTO INSMED

### TROUVER VOTRE INTERLOCUTEUR INSMED

For all information on the projet, please contact:

Jean-Marie Dou, CCIMP

- › Tel : +33 (0) 491 13 85 63
- › Fax : +33 (0) 491 13 86 63
- › Email : jean-marie.dou@ccimp.com

Other InsMed websites:

- › Messenian CCI - [InsMed in greck](#)
- › CRIA UALG - [InsMed in portuguese](#)

Insmed marketplace: The interactive glossary of Eco construction and Water companies

- › [marketplace.insmed.eu](#)

### FORMULARIO DE CONTACTO

APELLIDO \*

NOMBRE

ORGANIZACIÓN

EMAIL \*

OBJETO

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# InsMed

Innovations for eco-construction in Mediterranean

OBJECTIVES EVENTS & FAIRS VALUE CHAIN PARTNERS

## + UPCOMING EVENTS AND FAIRS

### CONSTRUMAT

Du 16-05-2011 au 21-05-2011 à Gran Via Exhibition Centre, Barcelona

Construmat is synonymous with construction materials. It's the trade show that brings together the whole sector.

[See more](#)

### HYDROGAIA

Du 25-05-2011 au 27-05-2011 à Parc des Expositions - Montpellier - France

International Water Exhibition

[See more](#)

### BATIMAT 2011 - INTERNATIONAL BUILDING EXHIBITION

Du 07-11-2011 au 12-11-2011 à PARIS

Structure | Joinery & Fenestration | Equipment & Tools | Vehicles & Equipments | In & Out Fittings | Professional Services | IT

[See more](#)

[All events and fairs](#)

[Add an Event or a Fair](#)

## + THE VALUE CHAIN OF ECO-CONSTRUCTION AND WATER MANAGEMENT

>> VALUECHAIN ACCESS <<

**BASED IN ECO DESIGN VALUE CHAIN MODEL, INSMED PARTNERSHIP MAKING PLATFORM ALLOW:**

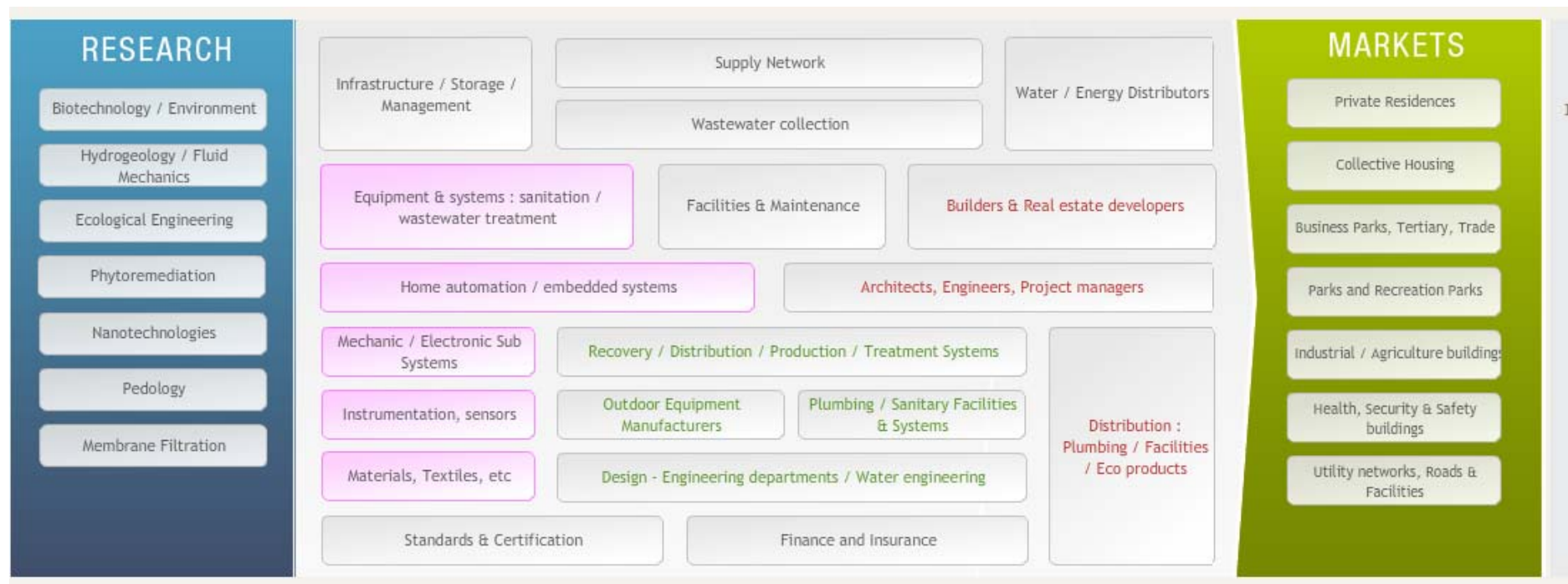
- Enabling a mutual understanding between SMEs, Investors and intermediary organizations.
- Represent a smart mapping of actors and market opportunities.

**THE MAIN OBJECTIVE OF THE PLATFORM IS TO:**

- Improve networking between actors.
- Make SMEs more competitive.
- Exchange information, offer guidance & support, transfer of best practices.
- Create Mediterranean sector community.
- And enable relation - making:
- Research to Business & Investments: collaborative R&D projects between innovation centers, laboratories, SMEs, start-ups.
- Investors to Business: industrial and financial partnerships (investor relations, joint venture, etc).
- Business-to-Business: commercial and technical partnerships.

Internet

100%



## La cadena de valor

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### RESEARCH

Infrastructure / Storage / Management

Supply Network

Water / Energy Distributors

Wastewater collection

Equipment & systems : sanitation / wastewater treatment

Facilities & Maintenance

Builders & Real estate developers

Home automation / embedded systems

Architects, Engineers, Project managers

Mechanic / Electronic Sub Systems

Recovery / Distribution / Production / Treatment Systems

Instrumentation, sensors

Outdoor Equipment Manufacturers

Materials, Textiles, etc

Design - Engineering departments / Water engineering

Standards & Certification

Finance and Insurance

Plumbing / Sanitary Facilities & Systems

Distribution : Plumbing / Facilities / Eco products

### MARKETS

- Private Residences
- Collective Housing
- Business Parks, Tertiary, Trade
- Parks and Recreation Parks
- Industrial / Agriculture building
- Health, Security & Safety buildings
- Utility networks, Roads & Facilities

### DETAILS

#### PLUMBING / SANITARY FACILITIES & SYSTEMS

Plumbing / Sanitary Facilities & Purification Systems

This sector includes manufacturers and installers of plumbing, sanitary and purification equipment of buildings:

- Plumbing (plumbing fittings, flexible joints and boiler collectors, etc.) and installation,
- Sanitary equipment and installation (sinks, water heaters, toilets, etc.)
- Equipment and installation of heating, air conditioning, heat pumps, ventilation, etc..

► Value chain ► Plumbing / Sanitary Facilities & Systems

By market All By country Spain

SMEs (10) CORPORATE COMPANIES (4) INVESTORS & INSURANCE (1) INSTITUTIONAL & PUBLIC BODIES (1) SCIENCE AND TECHNOLOGY (1) SKILLS AND TRAINING (3)

#### AGUAPUR

Aguapur is formed by a group of professionals from different disciplines, convinced of the importance of water as life on Earth developed from it. They believe that access to quality water for all living beings is a basic right and unquestionable.

#### CUENTAGOTAS S.L.

Saving water and energy through education and promotion of basic savings systems for sustainable development.

#### AGUAPUR

##### GENERAL INFORMATION

**Name:** Jordi Huguet  
**Email:** [info@aguapur.com](mailto:info@aguapur.com)  
**Web:** [www.aguapur.com](http://www.aguapur.com)

##### ABSTRACT

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By market  By country

**SMES (10)**

**CORPORATE COMPANIES (4)**

**INVESTORS & INSURANCE (1)**

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**CUENTAGOTAS S.L.**

Saving water and energy through education and promotion of basic savings systems for sustainable development.

**CUENTAGOTAS S.L.**

**GENERAL INFORMATION**

**Name:** Vicente Baroni  
**Email:** [info@cuentagotas.net](mailto:info@cuentagotas.net)  
**Web:** [www.cuentagotas.net](http://www.cuentagotas.net)  
[Fiche descriptive](#)

**ABSTRACT**

Saving water and energy through education and promotion of basic savings systems for sustainable

Listo pero con errores en la página.

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**InsMed**  
INNOVATIONS POUR L'ECO-CONSTRUCTION EN MEDITERRANEE

**Activities**

**cuentagotas**  
La solución sencilla para cuidar el Medio Ambiente

**Contact**

Sabino de Arana, 32 bajos  
08028 Barcelona  
Spain

Tel. (+34) 93 114 01 59

**Products**

All the firm's activities and services are within the area of water and energy savings, through educational campaigns as well as through the incorporation of specific water saving devices.

The firm offers water saving products such as economizers and cisterns, as well as services in the area of consultation on ecological campaigns and eco-audits

Cuentagotas focus their collaboration on public awareness campaigns on three levels: Water, Energy & Recycling

**DETAILS**

**PLUMBING / SANITARY FACILITIES & SYSTEMS**

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By country: Spain

Hecho

Zona desconocida

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[Fiche descriptive](#)

**ABSTRACT**

Saving water and energy through education and promotion of basic savings systems for sustainable

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INNOVATIONS POUR L'ECO-CONSTRUCTION EN MEDITERRANEE

## cuentalgotas

La solución sin agua para cuidar Medio Ambiente

### Contact

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08028 Barcelona  
Spain

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<http://www.cuentagotas.net>  
[v.baroni@cuentagotas.net](mailto:v.baroni@cuentagotas.net)

Vicente Baroni  
Manager

## Activities

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## Products

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## Partners, clients, providers

To date the firm has been unduly dependent upon support provided by the Spanish public administration; it is now looking to form new partnerships and capture new clients and markets in general.

## Cuentagotas positioning in Eco-building - Water management value chain

**RESEARCH**

- Biorheology / Environment
- Hydrogeology / Fluid Mechanics
- Ecological Engineering
- Nanotechnologies
- Robotics
- Nanofiber Filtration

**Infrastructure / Storage / Management**

**Supply Network**

**Water Energy Distribution**

**Waterwater collection**

**Equipment & systems: Sanitation / wastewater treatment**

**Facilities & Maintenance**

**Builders & Real estate developer**

**Home automation / embedded systems**

**Architects, Engineers, Project managers**

**Sub-Systems: Mesh / Electro**

**Water Recovery / Dist / Prod Syst.**

**Instrumentation, sensors**

**Outdoor Equipment Manufacturers**

**Building / Sanitary Facilities & Systems**

**Materials, Tools, etc.**

**Design - Eng. departments / Water mngt.**

**Distribution - Plants / Facilities / Eco products**

**Standards & Certification**

**Finance and Insurance**

**MARKETS**

- Water Reservoirs
- Collective Housing
- Business Parks, Tertiary, Trade
- Parks and recreation parks
- Industrial / Agricultural building
- Health, Security & Sports building
- Utility networks, roads & facilities

**Legend**

- Research domains
- Segment positioning
- Actual reached markets
- Trading and technology partners
- Suppliers
- Distributors

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DE DÉVELOPPEMENT RÉGIONAL

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UNIVERSITAT DE GIRONA

crle  
Centre d'Innovació i Recerca en Edificis

CONSEJO REGULADOR DE MEDIOAMBIENTE  
RECTORADO DE LA UNIVERSIDAD DE GIRONA

MARSALE PROVINCIA  
GOBIERNO DE LA PROVINCIA DE GIRONA

La UPC està donant **suport** a 10 empreses d'àmbit espanyol que treballen en els camps de l'ecoconstrucció, la gestió de l'aigua, les energies renovables i la domòtica, per **potenciar aquestes joves empreses** perquè s'obrin camí i es consolidin amb èxit **dins del mercat tant nacional com internacional**.



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**BATIMED** (Marsella) (març 2011)

**INNOVATIVE BUILDINGS** (Paris) (abril 2011)

**CONSTRUMAT** (Barcelona) (maig 2011)

**HYDROGAÏA** (Montpellier) (maig 2011)

**BATIMAT** (Paris) (novembre 2011)



*Moltes gràcies*

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